

## **Defining priorities of management of investment attractiveness of the region and their consideration in the framework of implementing large sports events**

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### **Abstract**

Objective: forming priorities of management of investment attractiveness of the region and their consideration in the framework of implementing large sports events as exemplified by the Republic of Tatarstan Methods: Institutional, cost and systemic approaches were employed in the work, as well as econometric modeling Results: Investment attractiveness of the region is not only viewed in the work as its objective aggregate characteristic, but interests and positions of existing and potential investors are also considered, considering which priorities of development of investment climate of the Republic of Tatarstan are formed. Methods of assessment of the effect of managerial decisions and measures at regional level on investment attractiveness of the region are developed and conformity of the mentioned changes to the chosen priorities of regional investment policy as exemplified by assessment of the effect of Universiade 2013 in Kazan. Academic novelty: priorities of development of investment climate of the Republic of Tatarstan are formed, methods of assessment of the effect of managerial decisions and measures of regional level on investment attractiveness of the region are offered, a number of regression models is built allowing to assess the effect of large regional projects on the investment potential of the region of Russia as exemplified by the Republic of Tatarstan. Practical relevance: The suggested methods are universal and can be applied when assessing any large regional project in Russia, in any of its subjects.

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### **Keywords**

Investment attractiveness of the region, Investment potential, Investment risks, Methods of assessment of investment attractiveness, Regional investment policy, Universiade